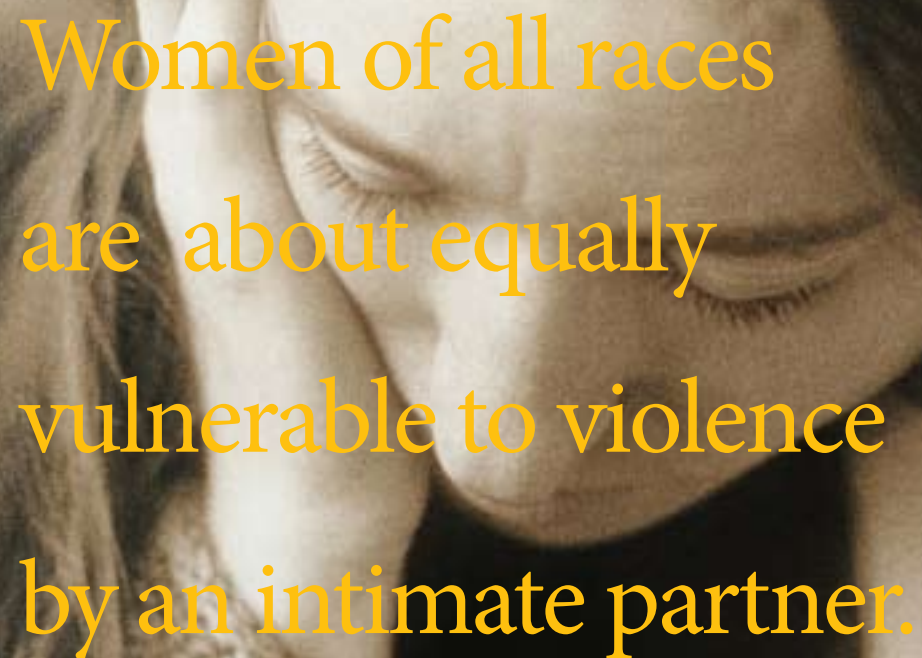


One out of  
every three  
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sexually abused  
at some point  
in their lives.

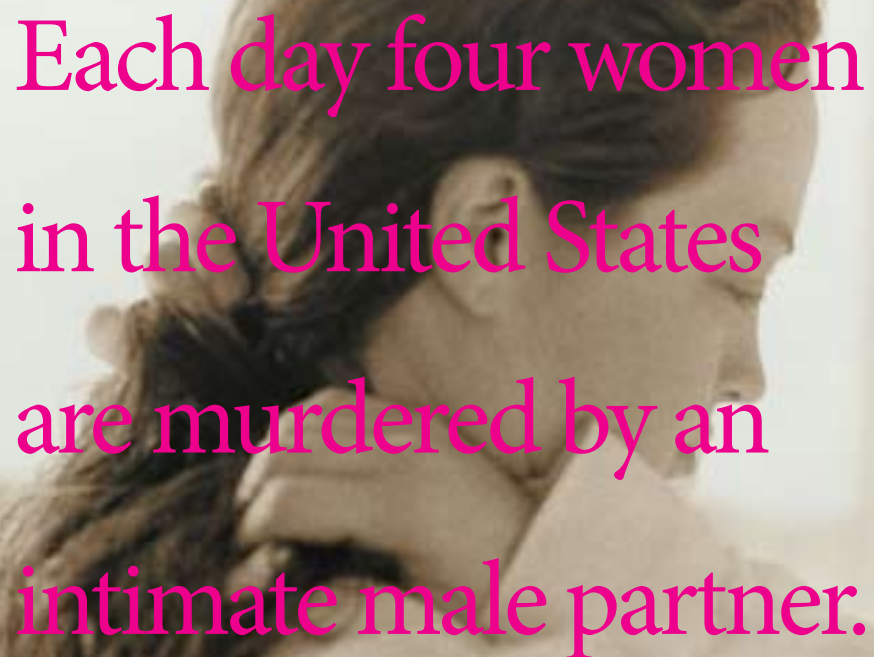
**Adopt-a-Shelter**

*Salons Against Domestic Abuse*





Women of all races  
are about equally  
vulnerable to violence  
by an intimate partner.



Each day four women  
in the United States  
are murdered by an  
intimate male partner.

## THE POWER OF SALONS *against domestic abuse*

### Someone you know is a victim of domestic abuse.

- Victims are people of all cultures, income levels and race.
- Victims may be men or women in heterosexual or same sex relationships.

As a salon professional, you have an extraordinary gift to give a person in an abusive relationship. You have influence and we know that you can help save lives.

Adopt-a-Shelter is about mobilizing the industry to make a difference in the lives of those who live with domestic abuse. Our goal is to support the thousands of shelters that are on the front lines everyday in the war against domestic violence.

Adopt a shelter by yourself, with your salon peers, or with your entire local salon community to reach out to the shelters and the victims who need your touch, your contributions, and your understanding so desperately.

You will be rewarded with the knowledge that you have made a difference in the lives of many.

### CUT IT OUT partners

CLAIROL  
PROFESSIONAL

NCA  
National  
Cosmetology  
Association

Southern Living  
HOME

*CUT IT OUT, a program of the Salons Against Domestic Abuse Fund on how to recognize, respond and refer victims of domestic violence to help, is taking the fight to the local level. With a new Adopt-a-Shelter program, CUT IT OUT offers salons the tools to reach out and adopt a shelter in their area.*



Nearly one-third of American women report being physically or sexually abused by a husband or boyfriend.

Battering is the single largest cause of injury to women in the United States.

## *startling facts about* ABUSE IN AMERICA

### **Domestic abuse is very real:**

- 1 out of every 3 women are physically or sexually abused at some point in their lives. *Commonwealth Fund Survey, 1998*
- 4 women are murdered each day by an intimate male partner. *U.S. Department of Justice, Bureau of Justice Statistics, Violence by Intimates, 2000*
- A woman is battered every 15 seconds. *National Institute of Justice and Centers for Disease Control, National Violence Against Women Survey, 1998*
- Pregnant women are more likely to be victims of homicide than to die of any other cause. *The Journal of the American Medical Association, 2001*

### **Domestic abuse affects the whole family:**

- Approximately 1 in 5 female high school students reports being physically and/or sexually abused by a dating partner. *The Journal of the American Medical Association, 2001*
- Slightly more than half of female victims of intimate violence live in households with children under age twelve. *U.S. Department of Justice, Violence by Intimates, 1998*

### **Abuse doesn't stay at home:**

- Domestic violence costs employers \$4.1 billion in health care and related costs. *American Institute on Domestic Violence, 2001*
- 13.5 million workdays are lost each year due to domestic violence. *American Institute on Domestic Violence, 2001*

### **Abuse Kills:**

- 1,232 women are killed each year by an intimate partner. *American Institute on Domestic Violence, 2001*
- 500,00 women are stalked by an intimate partner each year. *American Institute on Domestic Violence, 2001*



## signs of ABUSE

### These signs may indicate abuse

- Bruising in different stages of healing, especially in areas not usually seen by others, such as the scalp.
- Bald spots indicating her hair has been torn or pulled out.
- Very frequent injuries, especially with unusual explanations.
- Isolation from friends and family.
- Low self-esteem, a sense that she doesn't deserve better treatment.
- Self-blame or unrealistic guilt ("It's my fault, I shouldn't have made him mad.").
- Fear of the partner, insecurity about his actions.

### I've recognized these other signs of abuse among my salon clients.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### What can you do?

- Believe someone when she tells you that she is being abused.
- Keep whatever she tells you confidential. Her life may be at stake.
- Don't try to fix the problem for her or become her counselor.
- Suggest she contact the 24-hour National Domestic Violence Hotline.

1-800-799-SAFE (1-800-799-7233)

The National Domestic Violence Hotline is available  
to callers 24 hours a day

## why ADOPT A SHELTER

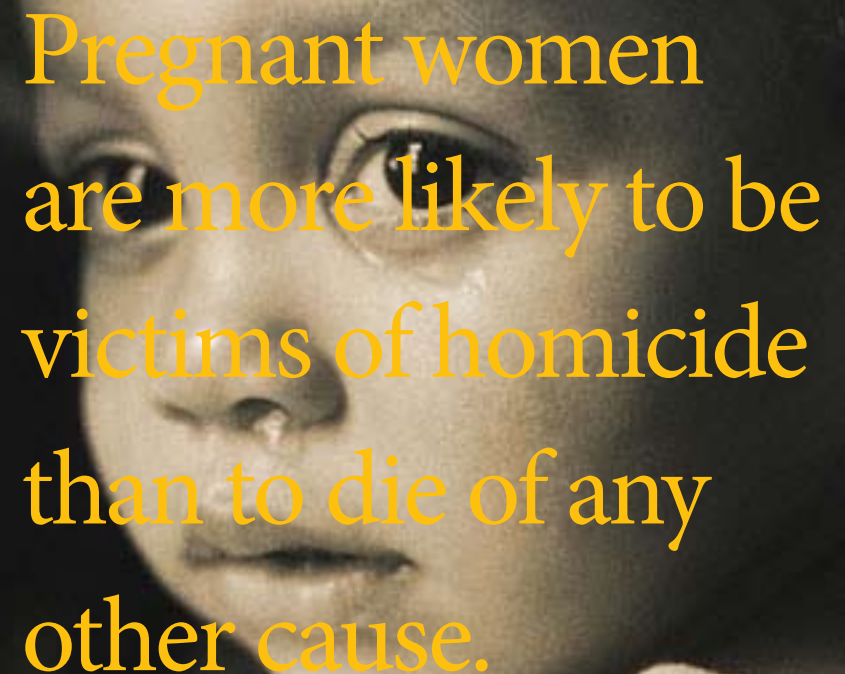
Domestic violence agencies provide food, emergency housing, and emotional guidance to victims and their children. Shelters also provide immediate medical services, crisis intervention, and transportation to safety.

Long-term assistance focuses on empowering the survivor to re-establish her life through support groups, assertiveness training, self-esteem and confidence-building sessions, and parenting classes.

Shelters may also offer much needed legal assistance dealing with child custody and property issues, financial support, restraining orders, public assistance benefits and help with immigration issues.

Most importantly, the shelter is there when a woman in crisis needs help.

As a salon professional, you can also help these women who are starting new lives without abuse. This booklet will tell you how.



Pregnant women  
are more likely to be  
victims of homicide  
than to die of any  
other cause.

## *how to* **ADOPT A SHELTER**

### **Identify A Shelter In Your Area**

- Call your state coalition or network against domestic violence (listed on page 16-17) and ask for the name and phone number of a shelter in your town.
- Once you know how to reach your local shelter, call the Executive Director to ask for a “wish list” of specific needs. Maybe there’s an opportunity to provide services to the shelter’s clients, coordinate an item donation drive or host a fund-raiser.
- The shelter can guide you in how best to meet their specific needs.

### **The Shelter In My Area**

Shelter’s name: \_\_\_\_\_

Phone number: \_\_\_\_\_

Executive Director: \_\_\_\_\_

## *what do shelters* **NEED**

Simple things can mean a lot to a woman and her children who have left an abusive relationship without anything but the clothes on their backs.

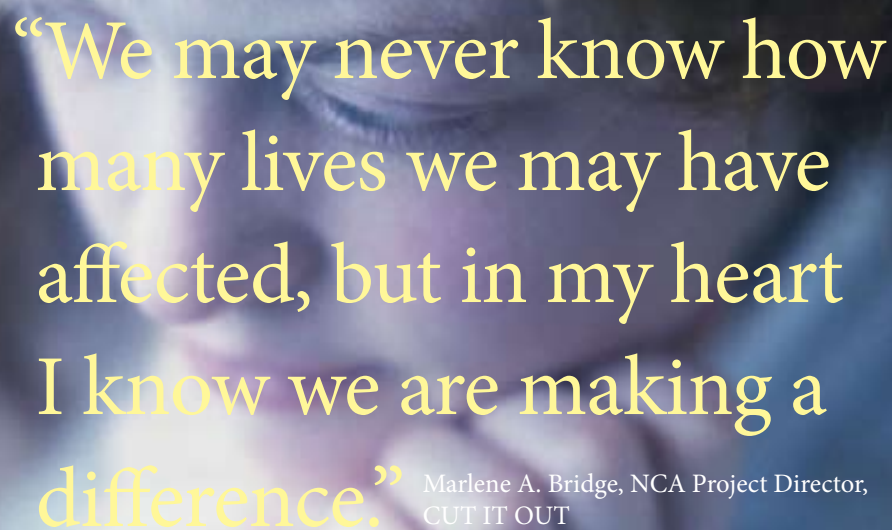
While each shelter has different needs depending on their clientele, here is a “wish list” of common needs:

- Personal care items for women, children and babies
- New or gently used clothing and outerwear for women, children and babies
- Taxi vouchers or transit passes
- Bed and bathroom supplies
- Kitchen supplies and small appliances
- Electronic and office supplies
- School supplies and uniforms
- Art and craft supplies
- Gift certificates
- Financial support

### **I could donate these 5 items to a shelter today:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

*The power of a salon professional to make a difference is incredible.*



“We may never know how many lives we may have affected, but in my heart I know we are making a difference.”

Marlene A. Bridge, NCA Project Director,  
CUT IT OUT



“As salon professionals, we are often our clients’ ‘unofficial’ best friends. Our level of intimacy is one of the privileges we enjoy. If a dear friend is in harm’s way, we **MUST** do all we can to help her.” Beth Minardi, Minardi & Minardi, NYC



“Take a moment in time to understand someone’s pain. Put forth effort on your own or with your team to create a new beginning in someone’s life.” Marcy Cona, MC Hair Consultants, Cuyahoga Falls, OH

## *the shelter* PERSPECTIVE

*“Your participation in Adopt-a-Shelter can transform lives.”*

### **Rainbow House, Chicago, Illinois**

By Sharon Kayser, Executive Director

When a woman leaves her abusive partner and her home for a shelter, she has little more than the clothes on her back and her children in tow.

A woman in shelter has left behind more than her possessions. The need to prevent her abuser from finding her means she also must leave behind her family, friends, and community. This very real fear separates a woman from normal, every day experiences, even visiting her favorite stylist.

While shelters such as ours provide emergency shelter, food, counseling and other services for women and their children, your gifts of product, services, and funding can help a family maintain good hygiene and bolster self-esteem, which ultimately increases the chance for success in moving to a life free from abuse.

As women transition out of shelter and struggle to support themselves and their children on their own, basic toiletries become a luxury. As a result, women at our sites often request full-size personal care products such as shampoo, conditioner, soap, deodorant, lotion, and toothpaste as the number one items on their wish list.

On behalf of domestic violence shelters throughout the country, thank you for getting involved. Your support will reassure women suffering from domestic abuse that they are not alone.

*The need to help shelters is critical. In Chicago for instance, a city of roughly 3 million people, the City of Chicago Domestic Violence Help-Line receives an average of 2,000 calls each month. The Rainbow House Shelter’s 24-hour crisis line receives 2,000 calls a year from women seeking refuge from violent home lives.*

## how salons can HELP

### one 1. Donate Personal Care Products

Make regular donations of:

- Hair care products (shampoo, conditioner, and styling products)
- Skin care products (soap, cleansers, moisturizers, lotions)
- Nail care items (nail files, clippers, polish)

Ask your distributor or manufacturer for any unused or discontinued items.

### two 2. Ask Your Clients For Needed Items

- Contact your local shelter and see what type of items they need (toiletries, clothing, toys, food, etc.).
- Post the list of needed items in your salon next to a collection box.
- Place a collection bin in your salon for donating needed items.
- Ask clients and/or staff to bring in items for the shelter.

### three 3. Raise Funds

Organize a fund-raising event, such as:

- A Day for Our Shelter—donate a percentage of revenue or ask stylists to donate their tips. (Be sure to let clients know by posting signs, advertising or distributing flyers.)
- A fashion show with neighboring boutique
- A Cut-A-Thon
- Team up with other salons in your town or your NCA affiliate to host an even larger fund-raising event for the shelter.

### four 4. Donate Your Time and Professional Talent

- Coordinate with shelter staff to volunteer your time and/or services to domestic violence shelter residents.
- Depending on state law, either arrange to visit the shelter or have residents visit your salon for free haircuts or other services.
- Bring members of your staff to a shelter on a particular night to provide the basic services (haircuts, manicures and pedicures, facials, make-up application) to the residents (state law permitting).
- Or, offer your salon services to the shelter by providing gift certificates for residents and their children.

*Recently, a shelter received a donation of shampoos, conditioners and styling products from a discontinued line of professional products carried by a salon. It became a celebration, as women experimented with attractive new styles and new selves. When they were told they could choose more than one, the response was very emotional.*

## *my adopt a shelter* **PLAN**

**Goals** \_\_\_\_\_

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**How to Help** \_\_\_\_\_

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**Timing** \_\_\_\_\_

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**To Do List** \_\_\_\_\_

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**Next Steps** \_\_\_\_\_

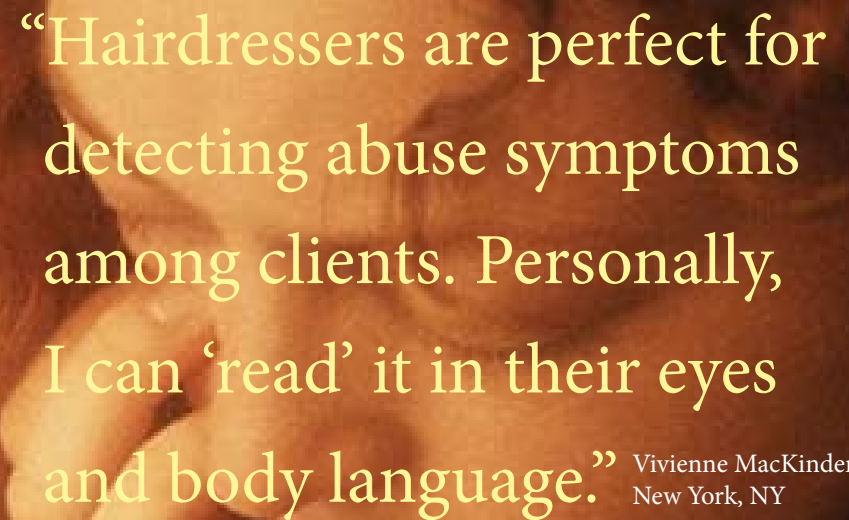
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“Hairdressers are perfect for detecting abuse symptoms among clients. Personally, I can ‘read’ it in their eyes and body language.”


Vivienne MacKinder,  
New York, NY





“Anything we can do to  
STOP the VIOLENCE  
should and must be done!”

Beth Minardi, Minardi & Minardi, NYC



“Hairdressers have  
influence. We could be  
the one to save a life.”

DJ Freed, Key Lime Pie Salon & Day Spa, Atlanta, GA

## *it's easy to* **ADOPT A SHELTER**

Just follow these simple steps to register your adoption.

**Step 1.** Find a local shelter. If you need help identifying a shelter please see page 6. To find a shelter through your state coalition please see pages 16-17.

**Step 2.** Complete the registration form at the back of this brochure.

**Step 3.** Mail your Adopt-a-Shelter registration form to:  
The Salons Against Domestic Abuse Fund, 401 N. Michigan Ave.,  
Chicago, IL 60611.

**Step 4.** Check your mail for receipt of the following Adopt-a-Shelter materials (Please allow 4-6 weeks for delivery):

- A Certificate of Adoption to post in your salon.
- A complete kit of *CUT IT OUT* materials including in-salon posters and safety cards for clients.
- A press release form to send to your local newspapers, radio and television stations.
- A request from us to share the story of how you've helped. We will publish some of the stories in our *CUT IT OUT* newsletter, which is published in salon industry magazines. We will also tell the editors of those magazines about the successes of your salon, your affiliate, and/or your town.

The *CUT IT OUT* website [www.cutitout.org](http://www.cutitout.org)  
provides extensive information for salon professionals

## LOCATE a shelter

If you need help finding a domestic violence shelter in your area, contact your state coalition or network against domestic violence.

**Alabama Coalition  
Against Domestic Violence**  
www.acadv.org  
(334) 832-4842

**Alaska Network on Domestic  
Violence and Sexual Assault**  
www.andvsa.org  
(907) 586-3650

**Arizona Coalition  
Against Domestic Violence**  
(602) 279-2900

**Arkansas Coalition  
Against Domestic Violence**  
www.domesticpeace.com  
(501) 907-5612

**California Alliance  
Against Domestic Violence**  
www.caadv.org  
(916) 444-7163

**Colorado Coalition  
Against Domestic Violence**  
www.ccadv.org  
(303) 831-9632

**Connecticut Coalition  
Against Domestic Violence**  
www.ctcadv.org  
(860) 282-7899

**Delaware Coalition  
Against Domestic Violence**  
www.dcadv.org  
(302) 658-2958

**District of Columbia  
Coalition Against  
Domestic Violence**  
www.dccadv.org  
(202) 299-1181

**Florida Coalition  
Against Domestic Violence**  
www.fcadv.org  
(850) 425-2749

**Georgia Coalition  
Against Domestic Violence**  
www.gcadv.org  
(404) 209-0280

**Hawaii State Coalition  
Against Domestic Violence**  
(808) 832-9316

**Idaho Coalition  
Against Sexual &  
Domestic Violence**  
www.idvsa.org  
(208) 384-0419

**Illinois Coalition  
Against Domestic Violence**  
www.ilcadv.org  
(217) 789-2830

**Indiana Coalition  
Against Domestic Violence**  
(317) 917-3685

**Iowa Coalition  
Against Domestic Violence**  
www.icadv.org  
(515) 244-8028

**Kansas Coalition Against  
Sexual & Domestic Violence**  
www.kcsdv.org  
(785) 232-9784

**Kentucky Domestic  
Violence Association**  
www.kdva.org  
(502) 209-5382

**Louisiana Coalition  
Against Domestic Violence**  
www.lcadv.org  
(225) 752-1296

**Maine Coalition to  
End Domestic Violence**  
(207) 941-1194

**Maryland Network  
Against Domestic Violence**  
www.mnadv.org  
(301) 352-4574

**Jane Doe, Inc.  
MCASADV**  
www.janedoe.org  
(617) 248-0922  
877-785-2020 Hotline

**Michigan Coalition Against  
Domestic & Sexual Violence**  
www.mcadsv.org  
(517) 347-7000

**Minnesota Coalition  
for Battered Women**  
www.mcbw.org  
(651) 646-6177

**Mississippi Coalition  
Against Domestic Violence**  
www.mcadv.org  
(601) 981-9196

**Missouri Coalition  
Against Domestic Violence**  
(573) 634-4161

**Montana Coalition  
Against Domestic and  
Sexual Violence**  
www.mt.net/~mcadsv/  
(406) 443-7794

**Nebraska Domestic Violence  
& Sexual Assault Coalition**  
www.ndvsac.org  
(402) 476-6256

**Nevada Network  
Against Domestic Violence**  
www.nnadv.org  
(775) 828-1115

**New Hampshire Coalition  
Against Domestic &  
Sexual Violence**  
www.nhcadsv.org  
(603) 224-8893

**New Jersey Coalition  
for Battered Women**  
www.njcbw.org  
(609) 584-8107

**New Mexico Coalition  
Against Domestic Violence**  
www.swcp.com/dv/  
(505) 246-9240

**New York State Coalition  
Against Domestic Violence**  
www.nyscadv.org  
(518) 432-4864

**North Carolina Coalition  
Against Domestic Violence**  
www.nccadv.org  
(919) 956-9124

**North Dakota Council on  
Abused Women's Services**  
(701) 255-6240

**Ohio Domestic  
Violence Network**  
(614) 784-0023

**Oklahoma Coalition  
Against Domestic Violence  
and Sexual Assault**  
www.ocadvsa.org  
(405) 524-0700

**Oregon Coalition  
Against Domestic Violence  
& Sexual Assault**  
www.ocadsv.com  
(503) 365-9644

**Pennsylvania Coalition  
Against Domestic Violence**  
www.pcadv.org  
(717) 545-6400

**Coordinadora Par  
para la Mujer Puerto Rico**  
(787) 281-7579

**Rhode Island Coalition  
Against Domestic Violence**  
www.ricadv.org  
(401) 467-9940

**South Carolina Coalition  
Against Domestic Violence  
& Sexual Assault**  
www.sccadvasa.org  
(803) 256-2900

**South Dakota Coalition  
Against Domestic Violence  
& Sexual Assault**  
www.southdakotacoalition.com  
(605) 945-0869

**Tennessee Coalition  
Against Domestic  
& Sexual Violence**  
www.tcadsv.org  
(615) 386-9406

**Texas Council on  
Family Violence**  
www.tcfv.org  
(512) 794-1133

**Utah Domestic  
Advisory Council**  
(801) 538-4635

**Vermont Network  
Against Domestic Violence  
& Sexual Assault**  
www.vnadsva.together.com  
(802) 223-1302

**Virginians Against  
Domestic Violence**  
www.vadv.org  
(804) 377-0335

**Women's Coalition  
of St. Croix**  
(340) 773-9272

**Washington State Coalition  
Against Domestic Violence**  
www.wscadv.org  
(360) 407-0756

**West Virginia Coalition  
Against Domestic Violence**  
www.wvcadv.org  
(304) 965-3552

**Wisconsin Coalition Against  
Domestic Violence**  
www.wcadv.org  
(608) 255-0539

**Wyoming Coalition  
Against Domestic Violence  
& Sexual Assault**  
www.wcadsva.vcn.com  
(307) 755-5481

Adopt-a-Shelter is about mobilizing the professional salon industry to make a difference in the lives of those who live with domestic abuse.



**CUT IT OUT** is a program of the Salons Against Domestic Abuse Fund dedicated to mobilizing salon professionals and others to fight the epidemic of domestic abuse in communities across the United States.

**CUT IT OUT** builds awareness of domestic abuse and trains salon professionals to recognize warning signs and safely refer clients to local resources.

**CUT IT OUT** Adopt-a-Shelter is about mobilizing the professional salon industry to make a difference in the lives of those who live with domestic abuse. Our goal is to support the thousands of shelters that are on the front lines everyday in the war against domestic violence.

**CUT IT OUT partners include:**

CLAIROL  
PROFESSIONAL

Clairol Professional, Stamford, CT, a division of P&G, and a leader in salon hair color for more than 70 years; with more U.S. salons carrying its flagship brand, Miss Clairol Professional, than any other hair color.

NCA | National  
Cosmetology  
Association

The National Cosmetology Association (NCA), Chicago, IL, the world's largest association of salon professionals, with more than 25,000 hairdresser, nail technician, esthetician, and beauty educator members.

Southern Living  
HOME

Southern Living At HOME, Birmingham, AL, a company of Southern Progress Corporation and Time Inc., a home décor party plan company that has become the fastest growing in the history of direct sales.